

## Communicate! At a Glance

Communicate! Management GmbH (**Communicate!**) help ambitious companies operating in the area of Information and Communication Technology (ICT) to achieve their growth objectives on their domestic markets and through international expansion with:

- Guided merger and acquisition programs
- Restructuring and Consolidation
- Corporate Governance and Board Services
- Management of innovation and change (i.e. Identification of new business lines)
- Revenue stimulation programs
- Support to penetration of new markets
- Interim Management for high level Executive positions

We have an outstanding management team of multilingual executives with senior-level operating experience, exceptional talent and a minimum of 20 years of international senior top management curriculum in the ICT industry. In order to maximize the value for our clients, we continue to expand our extensive **BusinessNetwork** of Business Developers and M&A associations and other service providers covering now 27 countries in five continents. This allows us to provide our services in the regions, where our customers intend to expand.

## Value added Services

Using our own resources and our international business network, we provide our clients with specific ICT services in the areas of Mergers and Acquisitions, Business Development and Best Practice Consulting while ensuring high quality and professionalism.

### **Mergers and Acquisitions Services (M&A)**

We provide independent advice and implementation to small and mid-cap clients in the ICT industry. Our service portfolio includes Mergers & Acquisitions, Disposals, Consolidations, Buy-outs (MBO) and Buy-ins (MBI). Our highly specialized team (together with selected lawyers and financial advisors) carries out all aspects of a transaction from screening, selection, valuation, through due diligence and negotiation we promise our clients a high level of commitment, knowledge and discretion.

### **Business Development Services (BD)**

We offer our services to both global companies and mature Start-Ups intending to enter the European market and for local companies wanting to expand outside their territory. We help in finding strategic partners, value added distributors, systems integrators or end users. We also develop go-to-market strategies and help our clients to execute while using local expertise. We also fill the gap until the organisation has implemented a long term solution or augmented the current staff. Some of our executives are involved in Board and Corporate Governance Services.

### **Best Practice Consulting (BPC)**

Our Best Practice Consulting services focused on helping high technology companies achieve market leadership positions for their core products and services. Making strategy decisions in high technology markets is a high-stakes game. If strategies are to be implemented successfully, they must be understood and committed to by many different organizations. Today, the need for rapid and decisive responses to a shifting and ambiguous marketplace – and the need to gain team-wide commitment to these responses on a sustainable basis – requires new strategy creation, training and/or change management alternatives. We have responded to this challenge by developing an innovative approach to strategy consulting and innovation management called Best Practice Consulting.

### **Our Clients**

Our clients are global organisations and mature start-ups wishing to enter the European market and local companies with the need to expand outside their territory. During the last decade we served several national and international ICT companies. We aim at long-term partnerships with our clients in order to assist them in all development phases while addressing their strategic ICT business challenges and working side by side to obtain satisfactory results as a team.

### **Company Background**

Communicate! Management GmbH was founded 1994 with one important strategic objective in mind: to excel in designing, executing and delivering high level services for the Information and Communication Technology sector (ICT). We assist our clients facing new challenges and dealing with rapid change. All our managing partners have disciplined specialization, are multilingual with senior-level operating experience, exceptional talent and outstanding entrepreneurs with a minimum of 20 years of senior top management experience mainly in the ICT industry. This enables us to understand our clients' business and their needs, leading to more competent, professional and accurate service delivery. Our mission is to be a trusted partner and a reference point for companies dealing with ICT related challenges.

### **Executive Team**

- Miguel Martin Calle – Founder and Managing Director
- Gian Piero Alpa – Managing Partner
- Helmut Brunner – Managing Partner

### **Your Contact**

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